



MISSOURI HOUSE OF REPRESENTATIVES
WITNESS APPEARANCE FORM

BILL NUMBER: HB 417		DATE: 2/11/2025
COMMITTEE: General Laws		
TESTIFYING: <input checked="" type="checkbox"/> IN SUPPORT OF <input type="checkbox"/> IN OPPOSITION TO <input type="checkbox"/> FOR INFORMATIONAL PURPOSES		
WITNESS NAME		
BUSINESS/ORGANIZATION:		
WITNESS NAME: ABBY FOSTER		PHONE NUMBER: 434-989-0327
BUSINESS/ORGANIZATION NAME: RETAIL ENERGY ADVANCEMENT LEAGUE		TITLE:
ADDRESS:		
CITY: HARRISBURG		STATE: PA
		ZIP: 17101
EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM
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WITNESS NAME			
BUSINESS/ORGANIZATION:			
WITNESS NAME: BRYCE MCKENNEY		PHONE NUMBER: 330-730-4941	
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CITY: SILVER LAKE		STATE: OH	ZIP: 44224
EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM	
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WITNESS NAME			
BUSINESS/ORGANIZATION:			
WITNESS NAME: DENNIS GANAHL		PHONE NUMBER: 636-357-8071	
BUSINESS/ORGANIZATION NAME: MO TAX RELIEF NOW		TITLE: MANAGING DIRECTOR	
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EMAIL: dennis.ganahl@me.com	ATTENDANCE: Written	SUBMIT DATE: 2/11/2025 8:57 AM	

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Missourians are being subject to predatory rate increases from government-sanctioned investor-owned monopoly utilities that are being wrought upon them by PSC rate cases and the Missouri legislature through various legislative architecture like CWIP, PISA and future date projections instead of historical evidence. It's time to introduce competition in the utility marketplace to replace the rate structure that has had higher-than-inflation rate increases over the past 10 years.



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WITNESS NAME		
REGISTERED LOBBYIST:		
WITNESS NAME: FRANK PLESCIA		PHONE NUMBER:
REPRESENTING: MISSOURI INDUSTRIAL ENERGY CONSUMERS		TITLE:
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		ZIP: 63105
EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM
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WITNESS NAME			
BUSINESS/ORGANIZATION:			
WITNESS NAME: JONATHAN DOLAN		PHONE NUMBER: 314-540-4400	
BUSINESS/ORGANIZATION NAME: MISSOURI SOLAR ENERGY INDUSTRIES ASSOCIATION		TITLE: EXECUTIVE DIRECTOR, MOSEIA	
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EMAIL: dolan@moseia.com	ATTENDANCE: In-Person	SUBMIT DATE: 2/11/2025 5:30 PM	
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Thank you for hearing this legislation. With the need for power and consumer choice, we must consider all options. The Missouri Solar Energy Industries Association (MOSEIA) is testifying in support.



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BUSINESS/ORGANIZATION:			
WITNESS NAME: MELISSA VATTEROTT		PHONE NUMBER: 314-581-0561	
BUSINESS/ORGANIZATION NAME: MISSOURI COALITION FOR THE ENVIRONMENT		TITLE: DIRECTOR OF POLICY AND STRATEGY	
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CITY: UNIVERSITY CITY		STATE: MO	ZIP: 63130
EMAIL: mvatterott@moenvironment.org	ATTENDANCE: Written	SUBMIT DATE: 2/11/2025 2:11 PM	
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Dear Chairman Keathley and Members of the Committee, Missouri Coalition for the Environment is a statewide, advocacy nonprofit organization that works to empower Missourians to protect their environment and health. HB 417 represents a significant shift in Missouri's electricity market structure and its potential for positive change warrants careful consideration. The bill proposes transitioning Missouri from its current regulated monopoly structure to a competitive retail electricity market over a period of only a few years. While this change could potentially bring benefits like increased consumer choice and market innovation, I urge the committee to carefully examine several critical aspects. First, this will drive innovation in the areas of energy technology and services that are currently limited by regulatory barriers. When consumers have choice, companies have stronger incentives to develop and deploy new energy solutions to attract and retain customers. While it is true the development of renewables isn't directly related to deregulation, history has shown they work hand in hand. This is because renewables offer the cheapest, most attractive source of energy and therefore, are highly desired by customers bases of all sizes. A notable strength of the bill is its focus on consumer protection through the establishment of the Office of Retail Market Development and Oversight. This office would serve as a watchdog for market conduct and ensure proper training and certification of retail suppliers. However, the proposed penalties for violations, capped at \$100,000, may need to be reconsidered to ensure they provide adequate deterrence against anti-competitive behavior, especially when dealing with large utility companies such as Ameren who reported over a billion dollars in profit in 2023. Another area of potential concern is the protection of vulnerable populations. While the bill includes provisions for energy assistance customers through aggregation programs, additional safeguards may be needed to ensure these customers maintain affordable access to electricity in a competitive market. The market power provisions, including requirements for generation asset divestiture, are important, but may need strengthening to prevent market manipulation based on experiences in other deregulated states. MCE believes a deregulated market has the potential to make customers more energy conscious. Since every option must be evaluated, this can help consumers save and conserve energy. Improving energy efficiency is one of the most cost-effective way of impacting our electric grid and contributing to a clean environment. We want to support anything that leads to more innovations in energy efficiency. But progress requires planning from the investor-owned utilities that have led to these significant developments in energy efficiency efforts. Without regulation of generation and transmission, this planning simply would not exist. Not to mention concerns that the deregulation of the energy marketplace would lead to potentially years of uncertainty and restructuring in the Legislature. In conclusion, HB 417 includes some very positive provisions, but could benefit from incorporating successful elements of limited competition models, such as

community solar programs and expanded net metering. These could serve as intermediate steps in the transition to full retail choice while maintaining regulatory stability. Additionally, studying the experiences of other states that have implemented retail electric choice could provide valuable insights for refining Missouri's approach. These lessons could help avoid potential pitfalls and incorporate proven successful strategies into the implementation process. While we here at MCE support the spirit and many of the provisions contained in this bill, we urge you to pass this bill with some light tweaking outlined above.



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WITNESS NAME		
REGISTERED LOBBYIST:		
WITNESS NAME: TONY REINHART		PHONE NUMBER: 202-361-6502
REPRESENTING: FORD MOTOR COMPANY		TITLE:
ADDRESS: 8140 CLEARWATER DR.		
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		ZIP: 64152
EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM
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WITNESS NAME		
INDIVIDUAL:		
WITNESS NAME: ARNIE C. AC "HONEST-ABE" DIENOFF		PHONE NUMBER:
BUSINESS/ORGANIZATION NAME:		TITLE:
ADDRESS:		
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REGISTERED LOBBYIST:			
WITNESS NAME: JARED HANKINSON		PHONE NUMBER: 573-634-3511	
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EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM	
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REGISTERED LOBBYIST:			
WITNESS NAME: JASON KLINDT		PHONE NUMBER: 816-652-1196	
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CITY: KANSAS CITY		STATE: MO	ZIP: 64105
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REGISTERED LOBBYIST:		
WITNESS NAME: WARREN WOOD		PHONE NUMBER: 573-681-7126
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CITY: JEFFERSON CITY		STATE: MO
		ZIP: 65101
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REGISTERED LOBBYIST:			
WITNESS NAME: T. J. BERRY		PHONE NUMBER: 816-665-6323	
REPRESENTING: OAKSTONE CONSULTING		TITLE:	
ADDRESS: 19800 NE 128TH			
CITY: KEARNEY		STATE: MO	ZIP: 64060
EMAIL:	ATTENDANCE:	SUBMIT DATE: 2/11/2025 12:00 AM	
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